



## Program

12:00pm – 12:55pm

**REGISTRATION, LUNCH & NETWORKING OPPORTUNITY**

12:55pm – 1:00pm

**WELCOME**

*John P. Santoro, Vice President, Leadership & Colleague Communications, Pfizer Inc*

1:00pm – 2:45pm

**MANAGING REPUTATION AND RISK**

MODERATOR:

*Bill Furtkevic, Vice President – Marketing, Party City & President, CCM*

• **Reputation and Risk**

*Robert Eccles, Founder & Managing Director, Perception Partners, Inc.*

• **Managing Reputation**

*Peter Horowitz, Senior Managing Director, Global Public Relations, PricewaterhouseCoopers*

• **The Global Challenge**

*Gary Grates, President/Global Managing Director, Edelman Change and Employee Engagement*

• **Measures for Reputation**

*Roland Schatz, Founder & CEO, Media Tenor*

3:00pm – 4:00pm

**PANEL DISCUSSION OF EXPERT PRESENTERS**

*Michael B. Goodman, Ph.D., Director, CCI*

**For more information**

**call 973-443-8709 or E-mail**

**cci@corporatecomm.org**

# Symposium on Reputation: Managing Reputation and Risk

**Friday, December 1, 2006 • 12:00 PM – 4:00 PM**

**Hosted by: Pfizer Inc • 235 East 42nd St., 4th Floor, Conference Room #94, New York, NY**

**In association with: CCM – Council of Communication Management**

A strong positive reputation adds value to a corporation's products and services. It allows them to attract better people, retain customers, have a higher market value, and pay less to borrow money. In the contemporary environment of intangible assets and increasing transparency and disclosure, managing a company's reputation can be challenging, even for the best of companies. Our four panelists will explore the risks, rewards, and global challenges to managing reputation, and measures for its success.

- **Dr. Robert Eccles**, formerly a tenured professor at Harvard Business School, Founder and Managing Director of Perception Partners Inc., will explore how to value reputation and risk from the financial perspective.
- **Peter Horowitz**, Senior Managing Director, Global Public Relations at PricewaterhouseCoopers, will answer this question on the minds of many corporate executives, "Does reputational risk trump legal risk?"
- **Gary Grates**, President & Global Managing Director, Edelman Change and Employee Engagement, will shed light on the challenges to reputation presented by continuous global change.
- **Dr. Roland Schatz**, Founder and CEO, Media Tenor will examine realistic measures of corporate reputation.

Join your colleagues and our panel to discuss effective strategies to manage reputation and risk.

### Register by ...

*Fax: 973-443-8815 • Phone: 973-443-8709 • Mail: Corporate Communication Institute at Fairleigh Dickinson University, 285 Madison Ave., M-MS207, Madison, NJ 07940*

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ e-Mail \_\_\_\_\_

**Registration Fees:** CCI & CCM Member: \$75; Non-Member: \$95; Nonprofit: \$85; Graduate Student: \$45

Total Payment \$ \_\_\_\_\_ **Check:**  Enclosed  At Door **Credit Card:**  VISA  MasterCard  Amex

Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_

3-Digit Security Code (located on back of card): \_\_\_\_\_ Signature \_\_\_\_\_

Directions to Pfizer: Mass transit is strongly recommended. The building (42nd & 2nd) is one block away from Grand Central Station and a short taxi ride from Penn Station.

**CCI Sponsoring Organizations:** Accenture, Allstate Insurance Company, Fujifilm USA, Henry Schein, Inc., J.M. Huber Corporation, Johnson & Johnson, Lucent Technologies, Pfizer Inc, Prudential Financial, TIAA-CREF, Wyeth



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## *Managing Reputation and Risk*

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